

Solana, Rick P.

From: Herndon, Colleen B.
Sent: Tuesday, July 31, 2001 11:47 AM
To: Solana, Rick P.
Cc: Culley, Liz
Subject: Sept. Corporate Affairs conference

Rick,

At last year's Corporate Affairs conference, Jane Lewis gave a great presentation about product research and development, which was very well-received by our department.

To compliment this year's Corporate Affairs conference theme, "Leading Change", we thought we could learn from RD&E's experiences in constructive engagement with the public health community. Specifically, the importance of engaging stakeholders from an RD&E perspective, types of engagement (both product and ETS), outreach to various groups and key learnings and ways that Corporate Affairs can support your efforts.

Would you or someone from your group be available to present your insights on constructive engagement on September 5th (afternoon) in Washington D.C. at the Four Seasons Hotel? We would schedule about 45 minutes on the agenda-30-45 minute presentation with 15 minutes of Q&A. *115 (CA/USA + Prince) people*

I hope that you or someone from your group will be able to join us. I look forward to hearing from you. I can be reached in NY at x3054. Thanks.

Colleen Herndon
Corporate Responsibility Planning & Programs

importance of engaging w/ PHC
- best practices
- why
- types (product + ETS)
- outreach to var. groups + results
- what supports can CA play
what's changing
(initials)

